

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re the Application of :

Jim E. Rainey

Application No.: 10/698,497

Filed: October 30, 2003

For: MULTI-PARTY BIDDING FOR
ONLINE ADVERTISING SPACE

Examiner: Hani M. Kazimi

Art Unit: 3691

Confirmation No: 9592

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO OFFICE ACTION

Dear Sir:

In response to the Office Action dated May 1, 2008, Applicants respectfully request that the above-identified application be amended as follows and that the following remarks be considered: